C8920-2
8/6/82

- Cable ad men look to political dollars
- Cash-hungry PBS seeks infusion via pay TV
- NYC franchising process nearing climax
- Addressable converter manufacturers tackle 'bugs'

CableVision™

The news and features weekly of the cable television industry August 9, 1982 $3.00

Howard Anderson: A brash Bostonian in cable's court

CVFV20014CON452 053082/1
SUSAN GARNER ACQ EDT
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA DC 20814

PLUS

MATV: A segment (not enem
of the cable industry

CableVision August 9, 1982. Volume 7, Number 48

Between the lines/5
CableScope/9
Newswire/10
Leading the week/13
Programming/18
Marketing/22
Advertising/26
CableVision Plus/31
Business/57
Franchising/60
Government & law/63
Technology/65
Events/68
People/70
Classifieds/71
Advertisers' index/75
From Washington/76
Cable stats/79
Parting words/82

TITSCH COMMUNICATIONS, INC.: *President*, Robert Titsch; *Executive Vice President*, Paul Fitz-Patrick; *Vice President, Washington bureau*, Patrick Gushman; *Controller*, Michael Borer; *Corporate Counsel*, Gary Witt; **EDITORIAL OFFICES: New York**: *Bureau Chief*, Victor Livingston; *Senior Editor*, Jeri Baker; *Associate Editors*, Jean Bergantini Grillo, Gary Rothbart, David Stoller; *Assistant Editors*, Simon Applebaum, Karen Bloom; **Denver:** *Editorial Director*, Michael McCready; *Managing Editor*, Jim Craig; *Associate Managing Editor*, Wayne H Lassley; *Editor*, CableVision Plus, Victoria Gits; *Managing Editor*, CableVision Plus, Madeline Hardart; *Assistant Editor*, David Murdock; *Proofreader*, Judith Schwall; **Washington, D.C.:** *Associate Editors*, Peter Ivanow, Craig Leddy; *Cable Statistical Editors*, Kate Hampford, Mira Dabrowski; **Los Angeles:** *Bureau Chief*, Eric Taub; **PRODUCTION:** *Production Director*, Vickie Champion; *Assistant Production Director*, Barbara Coit; *Art Director*, Brad Hamilton; *Asst. Art Director*, Cynthia B Carey; *Design Director*, Robert D. Tonsing; *Artists*, Earl V. DeWald, Elizabeth Katzelnick, Becky Johnson, Shari Wajda; *Typesetters*, Ginger O'Leary, Nancy Beggins, Kathryn Berlin, Alison Moskowitz; *Photo Editor*, Rob Stuchrk; *Photo Technician*, Bill Ellis; **ADVERTISING, Denver:** *Vice President Sales*, Paul R. Levine; *Director of Sales*, Robert Ancell; *Account Executives*, Lawrence P. Dameron III, Kim Korb, Cathy Lynn Wilson; *Classified Manager*, Suzanne Sparrow; *Customer Service*, Marcia Larson; *Circulation Director*, James Stein; *Traffic*, Pam Macy; **New York:** *Regional Sales Manager*, Sherwood S. Sumner; *Account Executive*, Cathy Rasenberger. **OFFICES: Denver** 2500 Curtis Street, Denver, Colorado 80205 -or- P.O. Box 5727-I.A. Denver, Colorado 80217, (303) 573-1433 **Washington Bureau** 1701 K Street, N.W., Suite 505, Washington, DC 20006, (202) 835-0900 **New York Bureau** 488 Madison Avenue, New York, New York 10022, (212) 308-0415 **West Coast Bureau** 101 North Robertson Boulevard, Suite 206, Beverly Hills, California 90211, (213) 659-3965

© Titsch Communications, Inc. 1982. All rights reserved. *CableVision* (USPS 100-430) (ISSN 0361-8374) is published weekly except the week of January 3, 1983, by Titsch Communications, Inc., 2500 Curtis Street, Denver, Colorado 80205 -or- P.O. Box 5727-I.A. Denver, CO 80217. August 9, 1982. Volume 7, Number 48. Subscription price: 1 year, $59.00; 2 years, $108.00; 3 years, $142.00. Canada, Mexico and other foreign subscribers add $30.00 per year postage. $30 per order processing fee. Second-class postage paid at Denver, Colorado. POSTMASTER: Please send form 3579 to *CableVision*, P.O. Box 5727-I.A. Denver, CO 80217.

Member of the Audit Bureau of Circulations. ABC

Notable birthday

Warner Amex's Music Television celebrates its first birthday. Although only one year old, it has made its mark. **Page 18.**

Birds for sale

The FCC approved domestic satellite transponder sales that may open a new era of privately owned and operated satellite supermarkets. **Leading the week, pages 13-16.**

Public offering

The failure of St. Paul to get citizen approval to own its cable system has not dampened the spirits in other cities and towns. A look at the process in Cleveland, Cambridge, Mass., and Palo Alto, Calif. **Leading the week, pages 13-16.**

Big Apple cable

There's light at the end of the long New York City cable tunnel, says Franchise Chief Morris Tarshis. Some issues remain to be solved, however, before the Big Apple's four unwired boroughs are awarded. **Leading the week, pages 13-16.**

Public goes pay

Cash-hungry public television sees a potential jackpot in marketing its productions to pay cable and STV, with Warner Amex figuring in one arrangement. **Leading the week, pages 13-16.**

Back on file

Another complaint from SIN reached the FCC last week — this one against Western Union. When SIN wanted to go from Westar IV to V, states the complaint, Western Union turned thumbs down. **Leading the week, pages 13-16.**

Lost award

CATV West won a cable franchise for the Orange County city of Hawaiian Gardens. Last week, amid charges of an inadequate proposal and an unfair bidding process, the citizens of the city voted to strip the company of its award. **Leading the week, pages 13-16.**

'Service with a difference'

Cinemax marketing officials are attempting to strengthen the 24-hour movie network's image by addressing subscribers' concerns about duplication. **Page 22.**

Bringing it home to cable

The Cabletelevision Advertising Bureau has begun a push to bring more political advertising into the cable arena. **Page 26.**

Addressing the problems

The leading addressable converter manufacturers, still battered by the effects of first generation failures, say the second generation units offer some relief from the early 'bugs.' **Page 57.**

County conflict

Fairfax County, Va., after four years of debating the cable issue, has chosen Media General for the 15-year franchise. However, the process may be far from over. **Page 60.**

A role in history

The Justice Department's *U.S. vs. AT&T* trial staff, awaiting Judge Greene's verdict, share their thoughts on the historic case. **Page 63.**

About the cover

The Yankee Group's Howard Anderson was photographed in front of the Customs House in Boston by freelance photographer Rick Friedman.

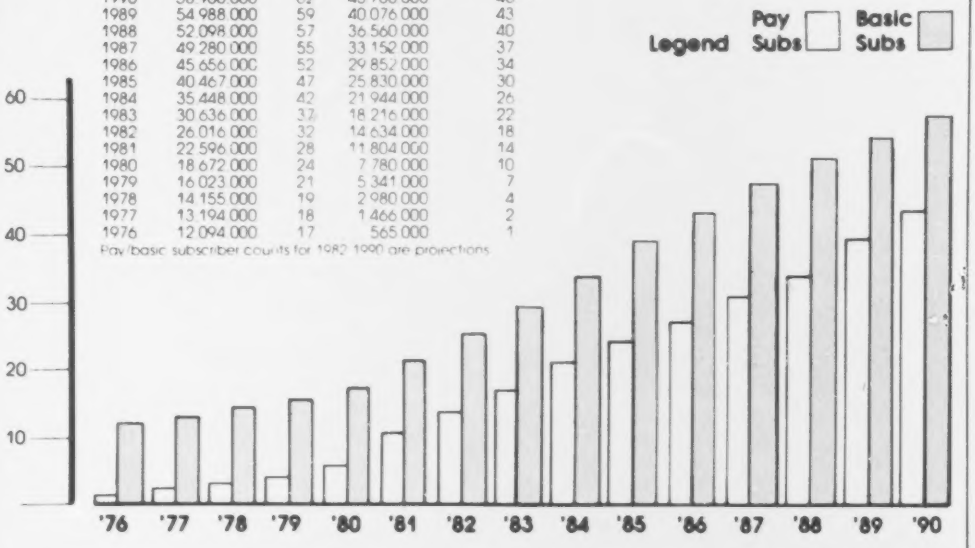
This week in *CableVision Plus*

Cooperation and joint venture with AT&T are what Howard Anderson, president of The Yankee Group, sees ahead for cable. In a conversation with *CV Plus* Editor Victoria Gits, Anderson discusses cable's advantages and disadvantages over the telephone companies and concludes that the two industries will "make their peace" with each other. Craig Leddy examines the SMATV industry, or "private cable," as they prefer to be known. The claim they are not the adversary to cable that their lawsuit leads some to believe. Finally, we take a look at what the New York State Commerce Department is doing to expand the state's role in the cable industry from a bit part to what they someday hope will be a leading role. **Pages 31-54.**

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections.



Cable barometer

Television households (TVHH) ... 81,500,000

Homes passed by cable (HP) 44,252,000

Percent of TVHH passed by cable 54.30%

Basic cable subscribers 24,242,000

Percent of TVHH with basic cable .. 29.75%

Percent of HP with basic cable .. 54.78%

Pay cable subscribers 13,219,000

Percent of TVHH with pay cable ... 16.22%

Percent of HP with pay cable ... 29.87%

Percent of basic subs with pay cable 54.29%

Figures are as of May 31, 1982.

Franchising in the top 50 markets

Rank	Market	Status of core city
1.	New York	Manhattan-OP; four unwired boroughs-FP.
2.	Los Angeles	City is divided into 14 areas (A-N); 11-FG, 3-FP.
3.	Chicago	City is divided into five areas, FP
4.	Philadelphia	City is divided into N,S,E,W, S-OP; other three FP
5.	San Francisco	OP (system to be upgraded).
6.	Boston	FG
7.	Detroit	BP
8.	Washington, D.C.	LNA
9.	Cleveland	BP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Pittsburgh	OP
12.	Houston	OP
13.	Minneapolis/ St. Paul	FG/FP
14.	St. Louis	BP
15.	Seattle/Tacoma	City is divided into five parts (3 OP/1 FP/1 BP); Tacoma-OP.
16.	Atlanta	OP
17.	Miami	FG
18.	Tampa/ St. Petersburg	FP/OP
19.	Baltimore	BP
20.	Denver	FG
21.	Indianapolis	Two systems OP
22.	Sacramento/ Stockton	FP/OP
23.	San Diego	OP
24.	Portland	City is divided into three parts (2-OP/1FG).
25.	Kansas City	OP
26.	Hartford/ New Haven	Two systems-OP
27.	Cincinnati	OP
28.	Milwaukee	FG
29.	Buffalo	OP
30.	Nashville	OP
31.	Phoenix	OP
32.	Columbus	Four systems-OP
33.	Providence/ New Bedford	LNA/OP
34.	Memphis	OP
35.	Charlotte	OP
36.	New Orleans	FG
37.	Greenville/Asheville/Spartansburg	Three systems-OP
38.	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
39.	Oklahoma City	OP
40.	Orlando/ Daytona Beach	Two systems-OP
41.	Raleigh/Durham	Two systems-OP
42.	Louisville	Two systems-OP
43.	Charleston/ Huntington	Two systems-OP
44.	Birmingham	OP
45.	Salt Lake City	OP
46.	Harrisburg/York/ Lebanon/Lancaster	Four systems-OP
47.	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48.	Wilkes Barre/ Scranton	Two systems-OP
49.	Albany/Schenectady/Troy	Three systems-OP
50.	Dayton	OP

Legend

OP—operational.
FG—franchise granted.
FP—franchise pending.
BP—beginning process.
LNA—little or no action.

Franchising calendar

This chart examines the franchise status of communities during the second quarter of 1982. "Pending" refers to communities that are in the franchising process but have yet to make an award.

California
Alameda—award to United Cable Television Corp. 4/82 (27,802 homes)
Bellflower—award not expected until December
Davis—looking into a cooperative
East San Fernando Valley—Valley Cable rated first by CTIC (125,000 homes)
East Yolo—pending
El Monte—Teleprompter (Group W) selected to negotiate franchise
Grand Terrace—pending
Hacienda Heights, West Whittier, Bassett, Valinda, Whitter Narrows—award to United Cable Television Corp.
Hawthorne-awarded to Group W
Harbor City, Wilmington, San Pedro—award to Colony/Harbor Cablevision (27,000 homes)
Lakewood—award expected 9/28/82
Lomita—award expected 8/82 (8,136 homes)
Los Alamitos—awarded to California Cable Systems 5/10/82
Los Altos—beginning to study feasibility; report due in September
Los Angeles, South Central Region—city of Los Angeles accepting proposals (180,000 homes)
Palo Alto—city council still discussing possibility of a municipally owned system
Pico Rivera—voters elected in referendum not to grant a franchise to California Cablevision Inc.
Sacramento—award expected 9/82 between four applicants (300,000 homes)
San Buenaventura—beginning to study feasibility
San Fernando—city council selected Valley Cable to negotiate franchise 6/21/82
South Whittier—award expected 8/82 (1,700 homes)
Tulare—award to Scripps-Howard (80%) and Mickelson Media (20%)

Colorado
Denver—award to Mile Hi Cablevision
Greenwood Village—Mountain States Video selected in public referendum 7/13/82 (1,600 homes)
Longmont—award to Longmont Communications Corp. (Scripps-Howard Broadcasting) 5/82
Northglen—proposals due 9/16
Platteville—proposals were due 7/15/82
Wheat Ridge—voters approved franchise award to ATC 6/23

Connecticut
Windham, Lebanon, Scotland, et al. (cable area 13)—applications being submitted to PUC
Vernon Consortium (cable area 12)—award awaits decision by PUC

District of Columbia
District council approved cable bills. RFP to be released spring 1983.

Florida
Pinellas County—award to Vision Cable of Pinellas Inc. (10,000 homes)
Tampa—four applicants (Cox, Storer, Tribune Cable and Knight-Ridder/TCI) have submitted bids; recommendations expected by 9/82
Walden Lake—pending

Illinois
Addison, West Chicago, Winfield, Warrenville, Aurora (unic. DuPage County Areas)—county negotiating with Centel
Bensenville—final negotiations with Continental in progress
Chicago—proposals due 8/31/82; city divided into five franchise areas
Countryside, La Grange, La Grange Park, Indian Head Park, Riverside—pending
Downer's Grove, Darien, Woodridge, Lisle (unic. DuPage County areas)—county negotiating with Cablevision of Chicago
Glen Ellyn (unic. DuPage County areas)—county negotiating with Group W Cable
LaGrange, Countryside, LaGrange Park, Indian Head Park, Riverside—Centel rated first
Lincolnwood—pending
Lombard, Oakbrook Terrace, Elmhurst (unic. DuPage County areas)—county negotiating with Continental
Naperville—applications due 8/2/82
Riverdale—village board awarded Continental a 15-year franchise
Wentzville—surveying residents' interest in cable
Westmont—proposals were due 7/30/82
Wood Dale, Itasca, Bloomingdale, Roselle, Carol Stream (unic. DuPage County areas)—county negotiating with MetroVision

Indiana
Elmora—award to Quality CATV
Gaston—award to Quality CATV
Grant County—award to Quality CATV
Hebron—drafted new ordinance; five applicants
Lyons—award to Quality CATV
Munster—U.S. Cable selected to negotiate franchise 6/28 (6,948 homes)
Roachdale—award to Quality CATV
Thorntown—pending
Zionsville—award to Omega of Zionsville 4/5/82 (4,000 homes)

Maine
Caribou—proposals were due 7/30/82

Maryland
Baltimore—RFP expected by end of summer
Montgomery County—award expected 9/82; three top applicants are Montgomery Cable Communications-Times Mirror, Tribune-United and Viacom

Massachusetts
Abington—pending
Acton—advisory committee report released soon
Ayer—award expected fall 1982
Bedford—award to Adams-Russell (3,813 homes)
Bourne—three applications being reviewed by Citizens Advisory Committee
Braintree—award expected about 9/82; six applications
Bridgewater—pending
Cohasset—proposals due 9/14/82
Danvers—award to Rollins Cablevision of Massachusetts
Dedham—pending; 8 companies applied
Hingham—proposals due 8/13/82
Holbrook—pending
Holliston—advisory report due in September; four companies applied
Hopedale—pending
Hull—award expected 12/8/82
Lancaster—proposals were due 7/16/82 (4,000 homes)
Martha's Vineyard—award to Dukes County Cable TV
Medway—pending (2,500 homes)
Merrimac—pending
Nahant—proposals due 9/23/82
Needham—awarded to Continental 7/82 (8,000 homes)
Northborough—applications due 8/2/82
Norwell—pending
Rockland—pending
Scituate—award expected 9/82
Shrewsbury—award to Shrewsbury Electric Light Plant (9,000 homes)
Stoughton—pending
Walpole—pending
Waltham—pending
Wellesley—pending
Westborough—pending
West Newbury—pending
Whitman—pending (3,500 homes)

Michigan
Detroit—mayor has appointed seven-member cable television commission; RFP being prepared
Marquette—pending
Romeo—pending

Minnesota
Afton, Cottage Grove, St. Paul Park, et. al. (South Washington County Cable Commission)—working on RFP (6,000 homes)
Arden Hills, Little Canada, Roseville, et. al. (North Suburban Cable Commission)—award to Group W 4/82 (44,000 homes)
Arlington, Gaylord, Winthrop, Gibbon, Green Isle—proposals due 8/2/82
Burnsville—tentatively working with Eagan on RFP
Chanhassen—assessment not yet complete (2,285 homes)
Deephaven, Excelsior, Greenwood, Sherwood, Tonka Bay, Victoria, Woodland—assessment not yet complete (5,467 homes)
Forest Lake, New Scandia, Columbia—proposals due 9/10/82
Hastings—award expected 8/2/82 (5,000 homes)
Kasson—award to Group W
Minneapolis—Rogers/Storer arrangement approved and in final negotiations
Northfield City and Township—award expected 8/82
Olivia—award to North America Communications Corp.
Owatonna—pending
Princeton, Rush City, Mora, Milaca, Cambridge, Braham, North Branch, Branch, Pine City, Isanti Townships, Pine City, Chengwatana, Milaca, Bradford, Spencer Brook, Pokegama, Isanti, Arthur (East Central Cable Commission)—proposals were due 7/1/82 (8,700 homes)
Prior Lake—expect to complete needs assessment early July
Ramsey/Washington County—proposals were due 7/22/82 (33,568 homes)
Roseville—award to Teleprompter Corp. 4/2/82 (42,000 homes)
St. Paul—hopes to make award within six months
Savage—assessment not yet complete (1,272 homes)
Shakopee—city council's decision expected soon
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—RFP not yet completed
Wayzata—pending
West St. Paul (North Dakota County Cable Service Territory)—pending (31,000 homes)
Windom—beginning to study feasibility (1,600 homes)

Missouri
Claycomb—pending
Glenaire—pending
Herculaneum—award to U.S. Cable
Jefferson City—award to TCI 4/20/82 (13,000 homes)
Pevely—award to U.S. Cable
Pleasant Valley—pending
Riverside—pending
St. Louis—pending
Vandalia—proposals due 7/15/82

New Hampshire
Hampstead—pending
Kingston—proposals due 8/25/82
Londonderry—pending
Plaistow—public hearing July 28; five applicants

New Jersey
Jersey City—pending
Paterson—pending
Princeton—administrative law judge approved Dow Jones award in borough in Princeton, but not for entire Princeton Township
Upper Deerfield, Cumberland City—pending

New York
Harrison—award to Adams Russell
New York City—borough negotiations still in progress
Union Springs, Aurora, Aurelius, Cayuga County, Ledyard, Springport—award to Cablevision Industries
Westfield—award to U.S. Cable 4/82 (4,500 homes)

North Carolina
Bethel, Robersonville—proposals due 8/20/82
Davie County—pending

Ohio
Bentleyville—award to Matrix Enterprises Inc.
Brecksville—city council awarded franchise to Complexicable (1,126 homes)
Brooklyn—pending
Cleveland—pending
Garfield Heights—pending
Middleburg Heights—pending
Middlebury—mayor vetoed legislation which had rescinded city's agreement with Space Cable
Newtown—pending
Whitehouse—award to Community Cable TV Inc.

Oregon
East Multnomah County—award to Viacom 4/15/82
McMinnville—pending
Milwaukie—pending

Pennsylvania
Philadelphia—RFP expected soon for four franchise areas: Area I-South Philadelphia, Center City; Area II-area west of Schuylkill River; Area III-Northwest; Area IV-Northeast

Rhode Island
Newport, Middletown, Portsmouth, Tiverton, Little Compton (Area 7)—pending

South Carolina
Anderson County—pending

Texas
Azle—pending
Plano—Storer award overturned by public referendum 4/3/82

Virginia
Dinwiddie County—pending
Fairfax County—award to Media General Inc. 7/25/82 (200,000 homes)
Goochland County—pending
York County—award to Continental Cablevision

Washington
Granger, Toppenish, Wapato, Zillah—pending
Seattle—RFP issued for central district; award expected 8/82. RFP for downtown business district is being prepared.

Wisconsin
Kenosha—proposals due 7/12/82
Milwaukee—award to Warner Amex (252,000 homes)